Rep Order# 6828172 Ver# 5 **Mod**# 2 Status Confirmed Traffic Order# **Printed:** 09/05/2012 2:27 PM 1 of 4 **EC'd** Yes 08/10/2012 12:36 PM

Last Received: **Showing Buylines:** All Lines

) SMART MEDIA GROUP Agency 814 KING STREET - SUITE 200

ALEXANDRIA, VA 22314

Agency C/P1/P2/E DIBC/ORDR/813819 Flight Dates 08/13/2012 - 08/19/2012

Hiatus Weeks

Salesperson Phone# Salesperson FAX#

Rep Firm

Sales Office (

Salesperson (

215-567-6005 215-525-9757

) PHILADELPHIA

) IAN AMBRON

--- CONTRACT COMMENT ---

order

813819

Julie Keane

Advertiser (

Product

Buyer

Fax#

Phone#

Estimate#

DETROIT INT. BRIDGE CO 2012 SC=*

Station WOOD-TV GRAND RAPIDS, MI.

) DETROIT INTL BRIDGE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
 Rating	1 : 4.4	М	12P-1P	NEWS	:15	\$225.00	08/13-08/13	2	1	2	\$450.00	
Rating	2 : 4.4	TU	12P-1P	NEWS	:15	\$225.00	08/14-08/14	2	1	2	\$450.00	
Rating	3 : 4.4		12P-1P	NEWS	:15	\$225.00	08/15-08/15	2	1	2	\$450.00	
Rating	4 : 4.4	TH	12P-1P	NEWS	:15	\$225.00	08/16-08/16	2	1	2	\$450.00	
Rating	5 : 1.0	TU	3P-4P	DOCTORS	:15	\$50.00	08/14-08/14	2	1	2	\$100.00	
Rating	6 : 1.0		3P-4P	DOCTORS	:15	\$50.00	08/15-08/15	2	1	2	\$100.00	
Rating	7 : 1.0	TH	3P-4P	DOCTORS	:15	\$50.00	08/16-08/16	2	1	2	\$100.00	
Rating	8 : 1.0		3P-4P	DOCTORS	:15	\$50.00	08/17-08/17	2	1	2	\$100.00	
Rating	9 : 2.0	М	5A-6A	NEWS	:15	\$100.00	08/13-08/13	2	1	2	\$200.00	
Rating		TU	5A-6A	NEWS	:15	\$100.00	08/14-08/14	2	1	2	\$200.00	

Traffic Order#

Printed: 09/

09/05/2012 2:27 PM

2 of 4

Last Received: 08/10/2012 12:36 PM **Showing Buylines:** All Lines

Station WOOD-TV GRAND RAPIDS, MI. Advertiser () DETROIT INTL BRIDGE Product order Estimate# 813819			Agency () SMART MEDIA GROUP 814 KING STREET - SUITE 200 ALEXANDRIA, VA 22314 Agency C/P1/P2/E DIBC/ORDR/813819				Rep Firm Sales Office () PHILADELPHIA Salesperson () IAN AMBRON					
Buyer Phone# Fax#	Julie Keane			Flight Dates 08/13/2012 - 08/19/2012 Hiatus Weeks				Salesperson Phone# Salesperson FAX#		215-567-6005 215-525-9757		
LT Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
11 Rating: 2.		5A-6A	NEWS		:15	\$100.00	08/15-08/15	2	1	2	\$200.00	
12 Rating: 2.		5A-6A	NEWS		:15	\$100.00	08/16-08/16	2	1	2	\$200.00	
13 Rating: 2.		5A-6A	NEWS		:15	\$100.00	08/17-08/17	2	1	2	\$200.00	
14 Rating: 4.		6A-7A	NEWS8-DAYBREAK		:15	\$237.50	08/13-08/13	2	1	2	\$475.00	
15 Rating: 4.	W .6	6A-7A	NEWS8-DAYBREAK		:15	\$237.50	08/15-08/15	2	1	2	\$475.00	
16 Rating: 4.	TH .6	6A-7A	NEWS8-DAYBREAK		:15	\$237.50	08/16-08/16	2	1	2	\$475.00	
17 Rating: 2.		6A-7A	SU DAYBREAK		:15	\$87.50	08/19-08/19	2	1	2	\$175.00	
18 Rating: 6.	SU .6	8A-9A	TODAY		:15	\$325.00	08/19-08/19	2	1	2	\$650.00	
19 Rating: 2.	TU .7	1135P- 1235A	TONIGHT SHOW		:15	\$175.00	08/14-08/14	2	1	2	\$350.00	
20 Rating: 2.	W	1135P- 1235A	TONIGHT SHOW		:15	\$175.00	08/15-08/15	2	1	2	\$350.00	

Rep Order# 6828172 Status Confirmed Traffic Order# Ver# 5 **Mod**# 2 **Printed:** 09/05/2012 2:27 PM 3 of EC'd Yes Last Received: 08/10/2012 12:36 PM

Showing Buylines: All Lines

WOOD-TV GRAND RAPIDS, MI.) SMART MEDIA GROUP Rep Firm Station Agency Advertiser () DETROIT INTL BRIDGE 814 KING STREET - SUITE 200 Sales Office () PHILADELPHIA ALEXANDRIA, VA 22314 **Product** Salesperson () IAN AMBRON order Estimate# 813819 Agency C/P1/P2/E DIBC/ORDR/813819 Julie Keane Flight Dates 08/13/2012 - 08/19/2012 **Buver** Salesperson Phone# 215-567-6005 Phone# **Hiatus Weeks** Salesperson FAX# 215-525-9757 Fax# Spots/Week # of Total Cost LTDay Time Program Len Rate Dates Total Ln Daypart Weeks Spots ____ ______ _____ 21 TH 1135P-TONIGHT SHOW :15 \$175.00 08/16-08/16 2 1 2 \$350.00 1235A Rating: 2.7 11P-1135P NEWS 8 AT 11PM 1 2 \$750.00 22 Μ :15 \$375.00 08/13-08/13 2 Rating: 5.7 23 TU 10P-11P STARS EARN STRIPES :15 \$425.00 08/14-08/14 2 1 2 \$850.00

Rating: 6.2

Buyline Comment: NOTE PRGM CHA FROM LOVE IN THE WILD

---REPORT TOTALS---

Report Totals: 46 / \$8,100.00

---SALES MONTHLY TOTALS---

Aug 12: 46 / \$8,100.00 Sales Totals: 46 / \$8,100.00 Station Totals: 46 / \$8,100.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$27,000 CATV 0% WOOD 30% VTOW 0 % WWMT 30% IMXW 10% WXSP 0 % 0 응 WZPX WZZM 30%

--- COMPETITIVE COMMENTS---

SHARE EST

JUL11 Books Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6828172 **Ver**# 5 **Mod**# 2 Status Confirmed Traffic Order# **Printed:** 09/05/2012 2:27 PM 4 of 4 EC'd Yes 08/10/2012 12:36 PM Last Received:

Showing Buylines: All Lines

Station WOOD-TV GRAND RAPIDS, MI. Rep Firm) SMART MEDIA GROUP Agency Advertiser () DETROIT INTL BRIDGE 814 KING STREET - SUITE 200 Sales Office () PHILADELPHIA ALEXANDRIA, VA 22314 Salesperson () IAN AMBRON **Product** order Agency C/P1/P2/E Estimate# 813819 DIBC/ORDR/813819 Buyer Julie Keane Flight Dates 08/13/2012 - 08/19/2012 Salesperson Phone# 215-567-6005 Phone#

Fax#

Hiatus Weeks Salesperson FAX# 215-525-9757